ABSTRACT

The content display apparatus related to mobile terminals, mobile phones, computer apparatuses and others performs the following process to accurately display the content. The content to be reproduced is stored in a storage unit. Data of the content to be reproduced is evaluated, and complexity of the content is calculated. When the obtained complexity is smaller than the upper limit of processing capability of the terminal (the upper limit of complexity), the content can be reproduced as it is. If the obtained complexity exceeds the upper limit of the processing capability of the terminal, part of the functions of the terminal are invalidated to suppress display of part of the content, and complexity is calculated again. The process is repeated such that the content is reproduced within the processing capability of the terminal.